



SIMONA PETROZZI

COO & Founder of **SIRO Consulting srl - Social Intelligence & Online Reputation**, a company focused on digital issues, particularly web reputation, business consulting and communications, IT, reputation engineering, legal affairs, and internationalization. After completing my studies, which focused on gaining in-depth knowledge of five languages—enabling me to manage international relations, including in institutional and political contexts—I specialized in business consulting, innovation, and business services. Always viewing the digital world with interest—as a fundamental and indispensable prerequisite for the innovation and internationalization of SMEs—I became interested in the field of web intelligence (national and international open-source intelligence, or *OSINT*) as a primary tool for corporate reputation management and analysis.^[1]^[2]^[3]^[4]^[5]^[6]^[7]^[8]^[9]^[10]^[11]^[12]^[13]^[14]^[15]^[16]^[17]^[18]^[19]^[20]^[21]^[22]^[23]^[24]^[25]^[26]^[27]^[28]^[29]^[30]^[31]^[32]^[33]^[34]^[35]^[36]^[37]^[38]^[39]^[40]^[41]^[42]^[43]^[44]^[45]^[46]^[47]^[48]^[49]^[50]^[51]^[52]^[53]^[54]^[55]^[56]^[57]^[58]^[59]^[60]^[61]^[62]^[63]^[64]^[65]^[66]^[67]^[68]^[69]^[70]^[71]^[72]^[73]^[74]^[75]^[76]^[77]^[78]^[79]^[80]^[81]^[82]^[83]^[84]^[85]^[86]^[87]^[88]^[89]^[90]^[91]^[92]^[93]^[94]^[95]^[96]^[97]^[98]^[99]^[100]^[101]^[102]^[103]^[104]^[105]^[106]^[107]^[108]^[109]^[110]^[111]^[112]^[113]^[114]^[115]^[116]^[117]^[118]^[119]^[120]^[121]^[122]^[123]^[124]^[125]^[126]^[127]^[128]^[129]^[130]^[131]^[132]^[133]^[134]^[135]^[136]^[137]^[138]^[139]^[140]^[141]^[142]^[143]^[144]^[145]^[146]^[147]^[148]^[149]^[150]^[151]^[152]^[153]^[154]^[155]^[156]^[157]^[158]^[159]^[160]^[161]^[162]^[163]^[164]^[165]^[166]^[167]^[168]^[169]^[170]^[171]^[172]^[173]^[174]^[175]^[176]^[177]^[178]^[179]^[180]^[181]^[182]^[183]^[184]^[185]^[186]^[187]^[188]^[189]^[190]^[191]^[192]^[193]^[194]^[195]^[196]^[197]^[198]^[199]^[200]^[201]^[202]^[203]^[204]^[205]^[206]^[207]^[208]^[209]^[210]^[211]^[212]^[213]^[214]^[215]^[216]^[217]^[218]^[219]^[220]^[221]^[222]^[223]^[224]^[225]^[226]^[227]^[228]^[229]^[230]^[231]^[232]^[233]^[234]^[235]^[236]^[237]^[238]^[239]^[240]^[241]^[242]^[243]^[244]^[245]^[246]^[247]^[248]^[249]^[250]^[251]^[252]^[253]^[254]^[255]^[256]^[257]^[258]^[259]^[260]^[261]^[262]^[263]^[264]^[265]^[266]^[267]^[268]^[269]^[270]^[271]^[272]^[273]^[274]^[275]^[276]^[277]^[278]^[279]^[280]^[281]^[282]^[283]^[284]^[285]^[286]^[287]^[288]^[289]^[290]^[291]^[292]^[293]^[294]^[295]^[296]^[297]^[298]^[299]^[300]^[301]^[302]^[303]^[304]^[305]^[306]^[307]^[308]^[309]^[310]^[311]^[312]^[313]^[314]^[315]^[316]^[317]^[318]^[319]^[320]^[321]^[322]^[323]^[324]^[325]^[326]^[327]^[328]^[329]^[330]^[331]^[332]^[333]^[334]^[335]^[336]^[337]^[338]^[339]^[340]^[341]^[342]^[343]^[344]^[345]^[346]^[347]^[348]^[349]^[350]^[351]^[352]^[353]^[354]^[355]^[356]^[357]^[358]^[359]^[360]^[361]^[362]^[363]^[364]^[365]^[366]^[367]^[368]^[369]^[370]^[371]^[372]^[373]^[374]^[375]^[376]^[377]^[378]^[379]^[380]^[381]^[382]^[383]^[384]^[385]^[386]^[387]^[388]^[389]^[390]^[391]^[392]^[393]^[394]^[395]^[396]^[397]^[398]^[399]^[400]^[401]^[402]^[403]^[404]^[405]^[406]^[407]^[408]^[409]^[410]^[411]^[412]^[413]^[414]^[415]^[416]^[417]^[418]^[419]^[420]^[421]^[422]^[423]^[424]^[425]^[426]^[427]^[428]^[429]^[430]^[431]^[432]^[433]^[434]^[435]^[436]^[437]^[438]^[439]^[440]^[441]^[442]^[443]^[444]^[445]^[446]^[447]^[448]^[449]^[450]^[451]^[452]^[453]^[454]^[455]^[456]^[457]^[458]^[459]^[460]^[461]^[462]^[463]^[464]^[465]^[466]^[467]^[468]^[469]^[470]^[471]^[472]^[473]^[474]^[475]^[476]^[477]^[478]^[479]^[480]^[481]^[482]^[483]^[484]^[485]^[486]^[487]^[488]^[489]^[490]^[491]^[492]^[493]^[494]^[495]^[496]^[497]^[498]^[499]^[500]^[501]^[502]^[503]^[504]^[505]^[506]^[507]^[508]^[509]^[510]^[511]^[512]^[513]^[514]^[515]^[516]^[517]^[518]^[519]^[520]^[521]^[522]^[523]^[524]^[525]^[526]^[527]^[528]^[529]^[530]^[531]^[532]^[533]^[534]^[535]^[536]^[537]^[538]^[539]^[540]^[541]^[542]^[543]^[544]^[545]^[546]^[547]^[548]^[549]^[550]^[551]^[552]^[553]^[554]^[555]^[556]^[557]^[558]^[559]^[560]^[561]^[562]^[563]^[564]^[565]^[566]^[567]^[568]^[569]^[570]^[571]^[572]^[573]^[574]^[575]^[576]^[577]^[578]^[579]^[580]^[581]^[582]^[583]^[584]^[585]^[586]^[587]^[588]^[589]^[590]^[591]^[592]^[593]^[594]^[595]^[596]^[597]^[598]^[599]^[600]^[601]^[602]^[603]^[604]^[605]^[606]^[607]^[608]^[609]^[610]^[611]^[612]^[613]^[614]^[615]^[616]^[617]^[618]^[619]^[620]^[621]^[622]^[623]^[624]^[625]^[626]^[627]^[628]^[629]^[630]^[631]^[632]^[633]^[634]^[635]^[636]^[637]^[638]^[639]^[640]^[641]^[642]^[643]^[644]^[645]^[646]^[647]^[648]^[649]^[650]^[651]^[652]^[653]^[654]^[655]^[656]^[657]^[658]^[659]^[660]^[661]^[662]^[663]^[664]^[665]^[666]^[667]^[668]^[669]^[670]^[671]^[672]^[673]^[674]^[675]^[676]^[677]^[678]^[679]^[680]^[681]^[682]^[683]^[684]^[685]^[686]^[687]^[688]^[689]^[690]^[691]^[692]^[693]^[694]^[695]^[696]^[697]^[698]^[699]^[700]^[701]^[702]^[703]^[704]^[705]^[706]^[707]^[708]^[709]^[710]^[711]^[712]^[713]^[714]^[715]^[716]^[717]^[718]^[719]^[720]^[721]^[722]^[723]^[724]^[725]^[726]^[727]^[728]^[729]^[730]^[731]^[732]^[733]^[734]^[735]^[736]^[737]^[738]^[739]^[740]^[741]^[742]^[743]^[744]^[745]^[746]^[747]^[748]^[749]^[750]^[751]^[752]^[753]^[754]^[755]^[756]^[757]^[758]^[759]^[760]^[761]^[762]^[763]^[764]^[765]^[766]^[767]^[768]^[769]^[770]^[771]^[772]^[773]^[774]^[775]^[776]^[777]^[778]^[779]^[780]^[781]^[782]^[783]^[784]^[785]^[786]^[787]^[788]^[789]^[790]^[791]^[792]^[793]^[794]^[795]^[796]^[797]^[798]^[799]^[800]^[801]^[802]^[803]^[804]^[805]^[806]^[807]^[808]^[809]^[810]^[811]^[812]^[813]^[814]^[815]^[816]^[817]^[818]^[819]^[820]^[821]^[822]^[823]^[824]^[825]^[826]^[827]^[828]^[829]^[830]^[831]^[832]^[833]^[834]^[835]^[836]^[837]^[838]^[839]^[840]^[841]^[842]^[843]^[844]^[845]^[846]^[847]^[848]^[849]^[850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- **17th MUNICIPAL DISTRICT – CITY OF ROME** (May 3, 2005–December 31, 2005)

Role: Collaborator and advisor to the Mayor and the City Council in the areas of culture, tourism, and external and international institutional relations with other organizations

EDUCATION:

- **BACHELOR'S DEGREE IN FOREIGN LANGUAGES AND LITERATURE, SPECIALIZATION IN ENGLISH AND RUSSIAN WITH A FOCUS ON INFORMATION AND COMMUNICATION** (March 2002) – *Libera Università Maria SS. Assunta (LUMSA)* – Rome.

Grade: 107/110. Thesis: “Multilingualism in Public Television” (linguistic minorities, immigration, and TV)

- **High School Diploma in Languages** (1997) – *Nazareth Institute* – Rome. Grade: 56/60

MASTER'S DEGREE IN COUNSELING AND HUMAN RESOURCE MANAGEMENT at HKE – Rome (2013)

- **ADVANCED COURSE - “FAMILY BUSINESS”: ECONOMICS, ORGANIZATION, AND MANAGEMENT OF FAMILY BUSINESSES** led by Prof. Stefano Cordero di Montezemolo at *Confcommercio* (2012)

- **SHORT MASTER'S PROGRAM “BUSINESS CRISIS MANAGEMENT – CONSULTING FOR THE MANAGEMENT OF BUSINESS CONTRACTS”** at *EUROCONFERENCE Spa* (2012)

Cultural Project at SDA BOCCONI School of Management “Diversity and Inclusion: Building Identity and Gender Culture in Companies” (2023)

- Course on **“OPEN SOURCE INTELLIGENCE AND DIGITAL INVESTIGATIONS FOR BUSINESS”** led by Dr. Leonida Reitano at *AGI* – Rome (2013)

- Courses on **“SOCIAL MEDIA MARKETING AND DIGITAL COMMUNICATION, CORPORATE SOCIAL RESPONSIBILITY (CSR) AS A FORM OF INVESTMENT,” “BUSINESS ETIQUETTE,”** and **“INTERNATIONAL RELATIONS”** at *“Social Academy” Confcommercio Arezzo* (2012)

- Course in **DICTION, VOICE PROJECTION, AND “PUBLIC SPEAKING”** at *the Fioretta Mari School*

LANGUAGES SPOKEN:

- **ITALIAN:** Native speaker
 - **ENGLISH (C2):** Excellent in all areas (conducting negotiations, public speaking, writing texts and reports). Four-year specialized degree. Advanced training internship at *the American School (LAS)* in Leysin, Switzerland. Exams at *Trinity College London*. Regular conversation lessons with native English speakers
 - **FRENCH (C2):** Excellent in all areas (conducting negotiations, giving public speeches, writing texts and reports). Advanced training courses at the “*Centre International d’Études Françaises*” in Dijon and the “*Centre Langues Plus*” in Nice. Regular conversation lessons with native French speakers
 - **SPANISH (C2):** Excellent in all areas (conducting negotiations, public speaking, writing texts and reports). Work experience in the Republic of Cuba
 - **RUSSIAN (B2):** Good reading, writing, and speaking skills
Four-year specialized degree
 - **GERMAN (A2):** Fair reading, writing, and speaking skills. Higher education
- Basic knowledge of other minor languages: Tagalog (Filipino), Portuguese.**

TECHNICAL SKILLS AND COMPETENCIES:

Management and organizational aptitude and skills. Organizer, moderator, and facilitator in workshops and seminars. Advanced language skills for business negotiations, presentations, and speaking in foreign languages (English, French, Spanish, Russian).

- Registered as a “**Language Expert**” with the *Rome Chamber of Commerce* for English, French, and Spanish
- Registered as a “**Commercial Agent and Representative**” with the *Rome Chamber of Commerce*. REC certified
- **APCO-certified Management Consultant No. 2013-0119**
- Registered in the **Register of Insurance and Reinsurance Intermediaries (Section E)**

Knowledge of OSINT digital investigations and social media management

Lecturer in the Cybersecurity Master’s Program at Link Campus University and Università Mediterranea

Certified Anti-Violence Social Worker

INSTITUTIONAL AND ASSOCIATION ROLES:

Member of the AIFO Technical-Scientific Committee for the training of “Family Lead Advisors.”

- Current National Vice President of “*Terziario Donna Confcommercio*” with responsibility for international relations and President of “*Terziario Donna Confcommercio Roma*”

President of the Committee for Women’s Entrepreneurship (CIF) at the Rome Chamber of Commerce. Member of the Confcommercio Executive Board and the Board of Directors of Promoter Confcommercio Roma

- National Vice President of “*Giovani Imprenditori Confcommercio*” with responsibility for corporate compliance (March 2008–2015)
- Regional President for Tuscany of “*Confcommercio Young Entrepreneurs*” (March 2007–2018)
- Provincial President of Arezzo for “*Confcommercio Young Entrepreneurs*” (March 2007–2019), with a special mention at *the 2010 Confcommercio National Young Entrepreneur Award* for best business development in support of “*Corporate*

Culture.” Council Member at the *Arezzo Chamber of Commerce* from March 2013 to 2018 and President of the Women’s Entrepreneurship Committee of the Arezzo Chamber of Commerce

- Former Member of the “*Marisa Bellisario* Foundation”
- Consultant for development projects with government authorities and foreign delegations (from January 1999 to November 2004)

PUBLICATIONS:

#Emily 06 – Teens Online (Armando Curcio Editore 2020, co-author)

Web Reputation Creates Your Success! – Media Attacks: Prevention and Remedies (Armando Curcio Editore 2020, editor and co-author)

The New Pedagogy - The Evolution of Educational Practice Between Science and Philosophy by Raffaele Focaroli (Armando Curcio Editore) contribution to the section on digital education

Domestic Violence – The Theft of the Child and the Pain of Mothers (Aracne 2025), co-author

The Enchanting Village of Orvinio, Yesterday and Today (Elemento 15 2025), editorial editor

ASPIRATIONS AND ATTITUDES:

Interculturalism, intellectual curiosity, and a predisposition to engage with others have always been some of my defining traits. This is due to the family environment in which I grew up—my father was an entrepreneur with business interests abroad—and I studied and lived in foreign capitals (Cuba, Switzerland, Tunisia, France, etc.). All of this has given me unique life experiences and inspired me to cultivate an open mind, inner growth, and a spirit of inclusion

- Ability to take on responsibility and solve problems
- Planning skills, flexibility, and creativity
- Entrepreneurial spirit and ambition
- Leadership and the ability to motivate colleagues in teamwork (team building) thanks to acquired counseling techniques, emotional intelligence, and empathy
- Professionalism, reliability, and discretion. Integrity, honesty, and ethics

I authorize the processing of my personal data in accordance with Legislative Decree 196/03, as amended. Aware that false statements are subject to the criminal penalties provided for in Article 76 of Presidential Decree 445/2000, I declare that the information contained in this resume is true. Simona Petrozzi